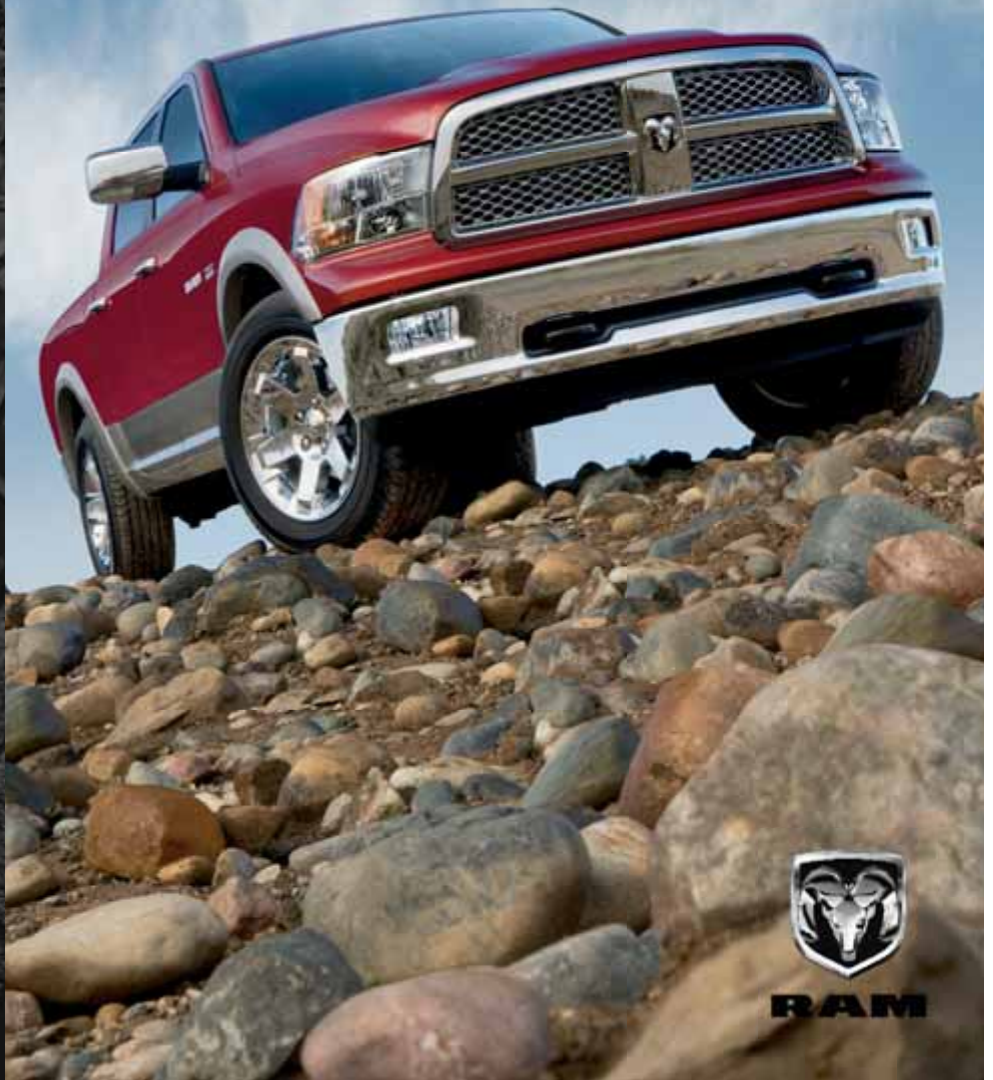


2010

RAM 1500



RAM

RAM. OUTTOUGHS, OUTSMARTS, OUTLASTS.

MEET 2010 RAM 1500. a pickup that takes toughness and durability into territory so uncompromising, you're awarded with quality designed to last through a lifetime of hard labor. But what makes Ram 1500 outstanding are all the exceptions to the conventional rules. Ram styling is more than expressive; the best-in-class^[1] aerodynamics are so good, they actually add to fuel efficiency^[2] and quietness. Only Ram features a class-exclusive^[1] five-link coil spring rear suspension, for exceptional comfort with no compromise in capability. Power from the 5.7-liter HEMI® V8 is more than legendary; with innovations like the Multi-Displacement System (MDS) and Variable Valve Timing (VVT), it's also remarkably efficient. And when super-practicality and spacious interior room are required, Ram 1500 Crew Cab meets the need, offering roominess along with class-exclusive^[1] storage that makes the competition pale in comparison. It's all here. In 2010 Ram 1500.

^[1]Based on *Automotive News* classification. ^[2]Based on 14 city to 20 highway EPA est. mpg. Results depend on driving habits and conditions.



Ram 1500 Laramie Crew Cab shown in two-tone Brilliant Black Crystal Pearl and Light Graystone Pearl.



PUT THIS FLOW CHART INTO MOTION.

THIS IS STYLE WITH PURPOSE. The street presence is pure Ram 1500. But this engineering goes way beyond muscle and capability. Here, performance is so good, quality is measured in terms of decades.

THE AERODYNAMIC ADVANTAGE. What you see is a dramatic forward-raking grille and sleek exterior — but the story is bigger: This design contributes to reducing air friction and drag. The results? Best-in-class¹ aerodynamics. An honor, to be sure, but one that helps improve fuel consumption, further reduces wind noise, and even helps channel rain and water away from the windshield much more effectively.

INTEGRATED REAR SPOILER. An integral part of the tailgate design, the spoiler also functions to direct airflow away from the body — with measurable improvements that help reduce aero drag.

TRIPLE-SEALED DOORS. Door seals for Ram 1500 offer a triple-play of advantages: They help lock out road noise, create an airtight seal, and boost the interior comfort level.

¹Based on *Automotive News* classification.

Ram 1500 Laramie Crew Cab shown in two-tone Inferno Red Crystal Pearl and Light Graystone Pearl.



INTEGRATED DUAL EXHAUST. Grab a customized look and sound, straight from the factory. Available on select models with the HEMI® V8.

Ram 1500 Laramie Crew Cab interior shown in Light Pebble Beige.



PURE CRAFTSMANSHIP, EVERYWHERE YOU TURN.

HOW THE GOING GETS BETTER ... AND BETTER. 2010 Ram 1500 continues on one course: to create an interior that's all about refinement. Here, comfort and convenience set the standard.

SOFT-TOUCH INTERIOR. Ram 1500 distinguishes itself with touches you can immediately feel and see. The interior features advantages like soft-touch upholstery, panels and door treatments. Ram cloth seats feature Stain Repel¹ fabrics — also resistant to odors and static.

IT'S A WORK SPACE ON-THE-GO: RAM 1500 CREW CAB. The cavernous Crew Cab for Ram Light Duty handles crews from work sites to families, and expands Ram capability with innovative storage both inside and out. With its cavernous interior — nearly six more inches of rear leg room and nine more cubic feet of interior volume than Ram Quad Cab® — Crew Cab easily accommodates up to six adults. The biggest advantage? Ram 1500 Crew Cab is conveniently “garageable.”

HEATED STEERING WHEEL. The available heated steering wheel is another benchmark set by Ram. This fine touch to the interface that keeps you in control of the vehicle offers built-in multitasking capability: the steering wheel also contains EVIC — the Electronic Vehicle Information Center — interactive digital controls and displays on the instrument cluster. The at-a-glance menu instantly communicates a broad range of real-time information.

¹Not compatible with aftermarket fabric-protecting coatings.

1. INTELLIGENT INSTRUMENTATION.

Talk about a “controlled” environment, and you’re talking Ram interiors. From fit and finish to the ergonomics of controls, the attention to detail in this cabin translates into touches of convenience and the unexpected — and welcome — sense of luxury.

2. ULTRA-COMFORT. Ventilated front seats and heated rear seats are available on select models. Fans inside the seats circulate cooler cabin air — which helps draw heat away from the seat surfaces through microscopic vents in the seats. Live in a cool climate? Ram 1500 Crew Cab is made to order, with available heated seats in both the front and rear.

3. PREMIUM UPHOLSTERY WITH AVAILABLE STITCHING ACCENTS.

The interior focuses on total comfort and next-generation convenience. Look for quality leather-trimmed upholstery and seat bolsters with tailor-made stitching.



INGENUITY ON THE GO.

THE 5.7-LITER HEMI® V8 WITH MDS



Watch how proven history and tomorrow's engineering work together: available for Ram 1500 is one of the most respected engines ever designed — the legendary 5.7-liter HEMI V8, featuring the totally innovative (and efficient) Multi-Displacement System (MDS) and more.

MASTERING POWER. HEMI V8 cylinder heads feature high-flow ports, larger valves, and a high 10.5 to 1 compression ratio; results are measured directly in performance. The unique hemispherical cylinder heads along with MDS and Variable Valve Timing (VVT) give the 5.7-liter HEMI V8 indisputable clout in the world of pickups.

RACECAR-WORTHY TORQUE. The HEMI V8 features VVT technology long associated with Formula One cars. VVT increases engine breathing throughout the rpm range by varying the points at which the valves open and close in conjunction with piston position. Results include better performance, more efficient operation, and increased torque for towing and hauling.

EFFICIENCY BY DESIGN. The HEMI V8 also features a Short Runner Valve (SRV) Active Intake Manifold, where air intake flow

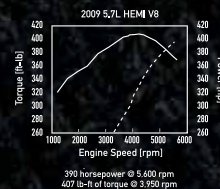
is more efficiently controlled by changing port length based on engine rpm. At low speeds, the manifold uses a longer port path, resulting in superb low-end torque; at higher rpm, the manifold uses a short port; air moves faster into the combustion chamber. SRV technology contributes to horsepower and torque.



HOW MDS SAVES FUEL.¹ This is intelligent engineering that just flat-out works. Operating under a wide range of driving conditions, the HEMI V8 Multi-Displacement System (MDS) seamlessly deactivates half of the cylinders — transforming the mighty HEMI V8 into a fuel-sipping² 4-cylinder.

HEMI V8 POWER AND TORQUE. The 5.7-liter HEMI V8 is designed to offer outstanding capability that teams up with efficiency. With dual spark plugs, Variable Valve Timing (VVT), and MDS seamlessly working together, here's the horsepower and torque to do it all.

¹Based on 14 city to 20 highway EPA est. mpg.



CHOOSE YOUR DRIVE AND RIDE IN CONFIDENCE. Whether you go with the capable economies of the 3.7-liter V6, the proven 4.7-liter V8, or the 5.7-liter HEMI® V8 with MDS and VVT, you're backed with power: a 5-Year/100,000-Mile Powertrain Limited Warranty. Get details during your test-drive or when you log on to dodge.com/ram

Transferable. See dealer for a copy of limited warranty. Includes towing to authorized dealer. Excludes Chassis Cabs.

**5 YEAR/100,000 MILE
POWERTRAIN WARRANTY**

ENGINES



5.7-LITER HEMI V8 WITH MDS. With Variable Valve Timing (VVT), the Multi-Displacement System (MDS), and an Active Intake Manifold, the HEMI V8 is pure power, generating 390 horsepower and 407 lb-ft of torque.

4.7-LITER FLEX FUEL V8. Offers high-flow cylinder heads and exhaust manifolds — plus dual spark plug technology and E85 (ethanol) compatibility. 310 horsepower, 330 lb-ft of torque.

3.7-LITER V6. STANDARD. Competitive in power and torque to larger engines, with Electronic Throttle Control. 215 horsepower, 235 lb-ft of torque.

TRANSMISSIONS



545RFE 5-SPEED AUTOMATIC. This transmission is standard with 4.7-liter and 5.7-liter 2WD/4WD Ram 1500 applications. It features the very practical Tow/Haul Mode and Electronic Range Select (ERS), a means of greater control when upshifting and/or downshifting.

42RLE 4-SPEED AUTOMATIC. A proven component that's specific to 3.7-liter 2WD Ram 1500 models, with capability and sophistication to handle unexpectedly large tasks. This transmission also features the Tow/Haul Mode and ERS.

TRANSFER CASES

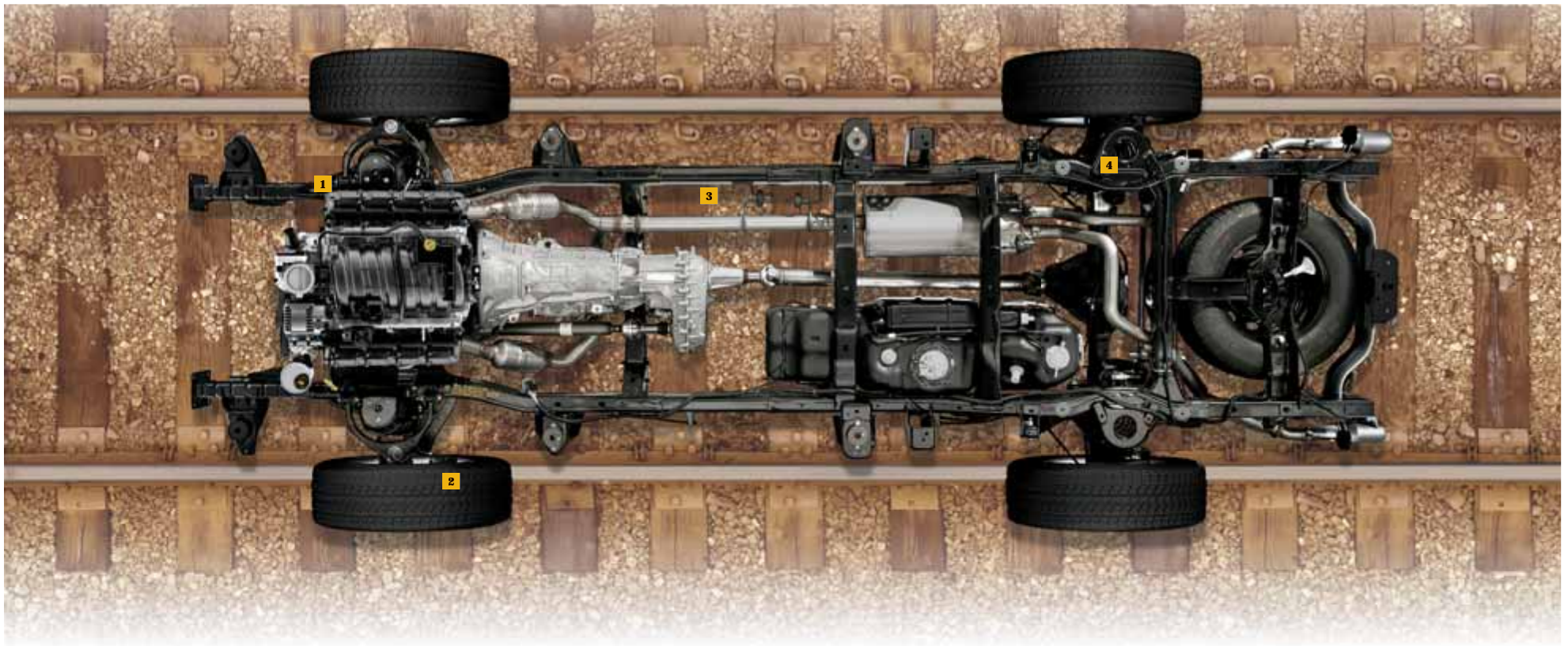


NVG243 TRANSFER CASE. A part-time, two-speed transfer case, with three operating ranges plus neutral. Constructed of durable yet lightweight aluminum. Electronically operated, with instrument panel-mounted switch.

NVG246 TRANSFER CASE. This two-speed operates on-demand. Major componentry is of tough magnesium. Features four operating ranges, plus neutral. Electronically operated, with instrument panel-mounted switch. At the low range, reduction ratio is a capable 2.72 to 1.



Ram 1500 R/T Regular Cab shown in Brilliant Black Crystal Pearl.



BUILT LIKE A FREIGHT TRAIN.

1. FRONT SUSPENSION. If you've got a success, ride with it. The brilliant front suspension includes improvements like lighter weight, lower ride height, ultra-tough springs, and a tubular stabilizer bar. All contribute to comfort and control.

2. STOP IT. NOW. When it comes to stopping, we continue unstoppable development. The Ram 1500 brake system is, in a word, impressive. The system starts with 4-wheel vented disc brakes with an antilock braking system [ABS], and then grows: The technology that comprises the Electronic Stability Control [ESC]^[1] includes All-Speed Traction Control, Brake Assist, Electronic Roll Mitigation, Hill Start Assist [HSA], and Trailer Sway Control [TSC]. No surprises here. This is all standard equipment on every Ram 1500 model.

3. BULLETPROOF FRAME. That unique multilink rear suspension design joins serious forces with the fully boxed and partially hydroformed frame. Comprised of Advanced High-Strength Steel [AHSS], and with an astonishing 85,000 psi tensile strength rating, this frame is still the strongest ever in a Ram. Benefits include reduced weight, increased torsional rigidity, and improved structural performance.

4. SMOOTH RIDE AHEAD. Add it all up. The ongoing testing along with proven engineering in the Ram 1500 frame provide the ideal solution when it comes to the ride: less noise, vibration and harshness, enhanced handling, and outstanding levels of comfort.

SMOOTH RIDE, AWESOME CAPABILITY.

5. CLASS-EXCLUSIVE^[2]: MULTILINK COIL REAR SUSPENSION.

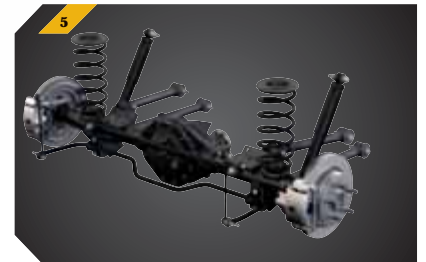
2010 Ram 1500 offers road manners like it rides on the truest of rails. Introduced last year, Ram's five-link coil spring rear suspension cuts the friction in the spring system to a fraction and reduces weight when compared to conventional leaf spring designs. The results include enhanced ride quality and comfort, better control and handling, and greater confidence — and on any road surface. Get more at dodge.com/ram

6. 1,900-LB MAX PAYLOAD. From the get-go, it's all about truck capability. Your 2010 Ram 1500 lets you ride with 1,900 lb^[3] of maximum payload capacity — more than enough to meet the challenges of your life.

^[1]No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

^[2]Based on Automotive News classification. Properly secure all cargo.

^[3]Regular Cab long box, when properly equipped.



Ram SLT Quad Cab[®] shown in Bright White.

BORN TO LEAD. BRED TO PULL.

FULL-SIZE TOWING CAPABILITY OF 10,450 LB⁽¹⁾ In the 2010 Ram 1500, it's what separates the men from the boys. Ram 1500 offers pure control, with Electronic Range Select [ERS], and the available floor console shift lever — allowing you to manually limit the top available gear. Additional towing-made-easy systems abound. Trailer Sway Control [TSC] and Brake Assist both come standard; they're all part of the extraordinary Electronic Stability Control [ESC] system.⁽²⁾ Even the tow hooks and trailer hitch are designed for ease-of-use and strength. Here's where those capable payload and towing numbers intersect with superb ride quality and control — for exceptional maneuvering and handling. Stopping power with those brakes? One test-drive is all you need. Hitch up more info at dodge.com/ram

⁽¹⁾When properly equipped. ⁽²⁾No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

1. ERS WITH FLOOR CONSOLE SHIFT LEVER. Electronic Range Select offers enhanced driver control. A simple touch to the left or right results in instantaneous down- or up-shifting, letting you adapt towing control based on road conditions and engine speed.

2. AVAILABLE INTEGRATED ELECTRONIC TRAILER BRAKE CONTROLLER. The controller allows the driver to increase or decrease the amount of brake force the trailer requires. Displays for the controller are conveniently located in the Electronic Vehicle Information Center in the cluster. Buttons for the controller are located on the lower left of the instrument panel.

3. INTEGRATED HITCH RECEIVER. When more towing capability is needed, Ram 1500 offers a Class IV hitch receiver. The attachment points of the hitch-to-frame design offer benefits like reduced torsion on the frame and improved overall vehicle control over noise, vibration and harshness [NVH].

4-PIN AND 7-PIN HARNESS PLUG. This standard feature on all Ram 1500 models is seamlessly integrated into the rear bumper — which is rated to tow trailers up to 5,000 lb.⁽³⁾



Ram SLT Quad Cab® Big Horn edition shown in Bright Silver Metallic.

THINK INSIDE THE BOX.

DISTINCTIVELY RAM. DECIDEDLY MOPAR.

Arguably the best example of the Ram/Mopar connection: a Ram 1500 Crew Cab equipped with the innovative and comprehensive available RamBox® Cargo Management System. The bed extender/divider — stored at the front of the bed — instantly adapts to your needs. Unfold it to customize the cargo area and extend usable cargo bed length. Included is a cargo rail system with four adjustable cleats, with the RamBox Cargo Organizer to finish the system. Keep your Ram 1500 in like-new condition with an Under-The-Rail Bedliner — also an Authentic Ram Accessory by Mopar.

Ram 1500 Laramie Crew Cab shown in two-tone Inferno Red Crystal Pearl and Light Graystone Pearl.



1



2



3

CLASS-EXCLUSIVE^[1] RAMBOX. How Ram capability becomes hugely practical: RamBox, continued. Along with the bed extender are these two dry, lockable and lighted storage bins, one on each side of the bed: large enough for big tools — and even to stash a bag of golf clubs. Available on Ram 1500 Crew Cab models.

1. IN-FLOOR REMOVABLE STORAGE. This class-exclusive^[1] feature makes life easier. On 2010 Ram 1500 Crew Cab models.

2. DUAL GLOVE BOXES. Take convenience to the next level — with intelligent interior design at its best. On 2010 Ram Laramie, SLT, TRX, and Sport models.

3. UNDER-THE-REAR-SEAT STORAGE. Lift either section of the 60/40 split rear seat for more storage possibilities. On Ram Quad Cab® and Crew Cab models.

^[1]Based on *Automotive News* classification.

Ram 1500 Crew Cab TRX4 Off-Road shown in two-tone Mango Tango Pearl and Mineral Gray Metallic.

DEPENDABILITY. DAY IN AND YEAR OUT.

WE TAKE DEPENDABILITY SERIOUSLY. When you drive a truck as good as Ram, you have every right to expect exceptional reliability. That's why we subject Ram to tests that require performance far beyond predictable daily use, and demand that our components exceed conventional tolerances. We place powertrains under stresses that are unreasonable in real life. Testing techniques can be summed up in a single word: brutal. Take Powertrain Wide-Open to extremes — from minus 20 up to 180 degrees Fahrenheit. But this is Ram, and Ram can take it: from Electromagnetic Pulse Testing for reliability to Acoustic Lab Testing to ensure minimal noise intrusion to Emissions Lab Testing that ensures Ram will meet current — and future — government regulations. In the final analysis, this is the toughest and most reliable benchmark that Ram has ever established — and the benefits are all yours.

DURABILITY TESTING. The preproduction testing that went into the current Ram 1500 design surpassed nine million customer-equivalent miles and included driving on all types of off-road and on-road surfaces, individual component testing, and intricate four-post, road-simulating equipment.



IRON-CLAD SAFETY AND SECURITY FEATURES.

Ram 1500 meets 2010 with safety and security features that are measured in quality: they're virtually invisible to the driver and passengers but are there when you need them. Advantages like hydroformed front crush zones, intelligent side-impact protection, an Enhanced Accident Response System, advanced multistage front air bags⁽¹⁾ and the standard supplemental side-curtain air bags⁽²⁾ are augmented by the available Rear Park Assist System, ParkSense.⁽³⁾

BRAKE PROGRESS THAT JUST DOESN'T STOP.

It's the most comprehensive and advanced standard braking system ever on Ram, and designed to do far more than stop you in your tracks. 2010 Ram 1500 offers an available power/memory adjustable brake pedal along with the standard Electronic Stability Control (ESC).⁽³⁾

ANTILOCK BRAKING SYSTEM [ABS].

Standard on all Ram 1500 models, this four-wheel antilock brake system is an electronically operated multichannel system that controls each brake individually — the electrical system is independent from all other circuits. ABS is part of the Electronic Stability Control [ESC].⁽³⁾ ESC sensors are so sophisticated, they instantly detect slippage and allowance in off-road conditions, such as dirt or gravel.

ELECTRONIC STABILITY CONTROL [ESC].⁽³⁾

By combining and interpreting information from sensors, driver input, and software, ESC helps the driver maintain vehicle directional stability under many different driving conditions.

TRAILER SWAY CONTROL [TSC].

TSC can recognize a swaying trailer and automatically apply any individual wheel's brakes and/or reduce the engine power in an attempt to eliminate the trailer sway. TSC applies brake pressure on all four wheels to slow the vehicle, while increasing pressure on one front wheel to counteract the sway.

ALL-SPEED TRACTION CONTROL.

Wheel slippage in wet or icy conditions is reduced to a minimum through automatic adjustments to both engine and brakes.

HILL START ASSIST [HSA].

Class-exclusive⁽⁴⁾ HSA is especially valuable when off-road or on inclines. HSA maintains brake pressure until enough engine torque is produced for forward motion.

ELECTRONIC ROLL MITIGATION [ERM].

Sophistication at every turn: If the ERM system detects a potential rollover (for example, a corner taken too sharply, or a swerve to avoid a problem), it automatically applies the correct brakes while simultaneously fine-tuning the throttle.

BRAKE ASSIST.

This adjunct to the antilock braking system can sense the speed or force used to press the brake pedal. It's so refined, it can determine that an emergency stop is underway — and then instantly apply full braking pressure to help shorten stopping distances.

TIRE PRESSURE MONITOR.

Should the air pressure in any tire be significantly reduced, you're forewarned by audible and visible warnings from the Tire Pressure Monitoring System. Standard on all models. The available TPM System displays actual tire pressure in the Electronic Vehicle Information Center.

⁽¹⁾The Advanced Front Air Bags in this vehicle are certified to the new Federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should NEVER ride in the front seat of a vehicle with a passenger front air bag. All occupants should ALWAYS wear their lap and shoulder belts properly. Always sit properly in the seat with the seat belt fastened. Children 12 and under should always be in a backseat, correctly using an infant or child restraint system or the seat belt positioned correctly for the child's age and weight. ⁽²⁾Always check entire surroundings before backing up. ⁽³⁾No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ⁽⁴⁾Based on Automotive News classification. Properly secure all cargo.



1. PARKVIEW® REAR BACK-UP CAMERA.⁽³⁾ ParkView® Rear Back-Up Camera is designed to assist the driver in detecting obstacles out of the line of sight during reversing maneuvers.

2. PROTECTION IN MILLISECONDS. Dual-action side-curtain air bags⁽²⁾ are twice the volume of the former Ram edition. They cover all side windows — and stay active for five seconds.

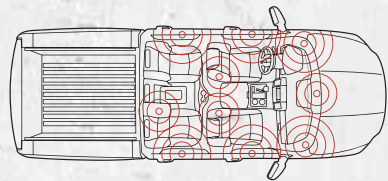
Ram 1500 Sport Crew Cab shown in Deep Water Blue Pearl.

Ram Laramie Crew 1500 interior shown in Light Pebble Beige.



THE ART AND SCIENCE OF TRUCKNOLOGY.

TRUCKNOLOGY: IT'S THE COMBINATION OF TOUGHNESS AND TECHNOLOGY, and it works every moment you're on the road — or off-road. Because when it comes to a total pickup, it's all here in 2010 Ram 1500. Choose your ride, and then ride it out: The ultra-spacious Ram Crew Cab, the proven Ram Quad Cab® — the most popular Ram out there — or super-practical Regular Cab. Whichever Ram model is right for you, count on the right Uconnect™ system to keep you connected with every part of your life.



ALPINE® STEREO, TRUE MATRIX SURROUND SOUND. The clarity rocks: Available Alpine system offers 506 watts, dual voice coil subwoofer and true matrix-amplified Surround Sound, with 10 optimally positioned speakers.



WITH Uconnect™, YOU'RE ALWAYS CONNECTED — to people, places, music, movies, and the Internet.

VOICE COMMAND. Lets you select radio stations, satellite radio channels,¹³ and navigation¹⁴ destinations using voice commands. Works with all Uconnect Media Center radios. Included with Uconnect Phone.

MEDIA CENTER. 730N AM/FM/CD/DVD¹² radio with 30GB hard drive, and GPS navigation 6.5-inch touch screen, MP3/WMA support, USB

input, 4,250 song capacity, SIRIUS® Satellite Radio,¹³ SIRIUS Traffic™ and Voice Command.

Uconnect WEB!¹⁴ An in-car router that connects any Wi-Fi-enabled device to the Internet at 3G broadband speeds, allowing multiple passengers to surf the Web and social networks, look up directions, check eMail or download music. Uconnect Web is an Authentic Ram Accessory by Mopar. Subscription required, sold separately.

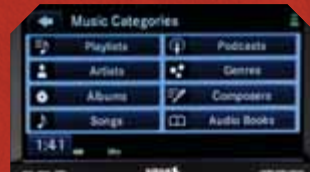
iPod® CONTROL. Connect most iPod-compatible devices to your car's stereo using the in-car cable, then control them with your radio or steering wheel controls. Keeps the devices charged too.

AUDIO JACK. Connect a 3.5-mm audio cable from your MP3 player, phone, or electronic book reader to play audio through your car's speakers.

Uconnect PHONE. Lets you talk on your Bluetooth® compatible phone virtually hands-free. Address Sync¹⁴ lets you call anyone in your address book by saying their name.

REAR SEAT ENTERTAINMENT WITH SIRIUS BACKSEAT TV™. Passengers can play DVD movies or connect gaming consoles to this 8-inch screen. Available SIRIUS Backseat TV channels provides a never-ending supply of live content on three of the best family-friendly channels.

¹²When satellite radio and navigation features are equipped on your vehicle. Any voice-commanded system should be used only in safe driving conditions and all attention should be kept on the roadway ahead. Failure to do so may result in an accident causing serious injury or death. ¹³In-Dash DVD capability not available in all states. See your local dealer for details. ¹⁴SIRIUS service available only in contiguous United States and D.C. Service available in Canada; see siriuscanada.ca. Subscription required after 12-month subscription included with vehicle purchase. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. ¹⁵The Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. ¹⁶Phone must support Bluetooth Phone Access Profile (PBAP).





OUT-AND-OUT OUTFITTED.

AUTHENTIC RAM ACCESSORIES



Authentic Ram Accessories by Mopar provide the style that matches your Ram's power. From grille to gate and everything in between, these are the accessories to get the job done — and look good doing it.



1. SPORT PERFORMANCE HOOD. For added show, this stamped aluminum dual-scooped hood features molded bezels. Utilizes existing mounting hardware.

BODY KIT. Make a statement, and give your Ram a sleek and powerful stance. Body Kit includes a Front Valance, Side Sills and Bed Accents.

20-INCH CHROME-PLATED CAST ALUMINUM WHEEL. Good looks will take you far with this custom wheel, matched to your vehicle's specifications for a balanced ride.

CHROME FUEL FILLER DOOR. Adds a bright complement to the body color of your Ram.

2. CHROME FRONT AIR DEFLECTOR. Stylish air deflector is designed to help deflect road spray and bugs up and away from your windshield.

CHROME HONEYCOMB GRILLE INSERT. Chromed grille insert features a honeycomb design and matches the grille surround for a bold look.

20-INCH CHROME-PLATED CAST ALUMINUM WHEEL. This premium wheel features a stylish five-spoke design and a chrome finish that will last for years.

CHROME TUBULAR SIDE STEPS. These side steps feature black molded endcaps, slip-resistant step pads and drill-free mounting brackets.

3. CHROME BED SIDE RAILS. These authoritative steel rails are a full 2 inches in diameter and add distinctive flair and definite functionality and convenience.

CHROME BODYSIDE MOLDINGS. Help protect your Ram's sheet metal in substantial style with these chrome moldings available for Quad Cab® and Crew Cab models. Black available for Regular Cab.

CHROME EXHAUST TIP. A beautiful enhancement to your existing single-exhaust system, giving your Ram a sporty finished appearance.

Choose from a full line of accessories that feature a fit, finish, and functionality designed specifically for your Ram. Check out mopar.com and step up to substance with style.

4. Uconnect™ WEB. Get high-speed Internet in your truck. Uconnect Web by Autonet Mobile is the first Internet service that turns your truck into a Wi-Fi HotSpot. The ultimate portable office allows you to connect laptops, Toughbooks,™ smart phones, etc. You can surf the Web, manage your fleet and check your eMail. Now your truck can be connected at your job site at all times. No cell cards or software required. Subscription required; sold separately.

5. HEAD-RESTRAINT DVD REAR SEAT VIDEO.™

6. TELESCOPING TRAILER TOW MIRRORS.

7. BED STEP.

8. RAMBOX® CARGO ORGANIZER.

9. ALUMINUM RUNNING BOARDS.

10. PICKUP BOX UTILITY RAILS AND SLIDING TOOLBOX.

11. BED-MOUNT CARGO BASKET WITH CARGO NET.

12. FIBERGLASS TONNEAU COVER.

13. TRI-FOLD SOFT TONNEAU COVER.

14. RAMBOX BEDLINER.

TRIM LEVELS AND EQUIPMENT

Each successive trim level features the equipment of the previous level, with exceptions noted.

1500 ST REGULAR CAB

Bright White



1500 SLT QUAD CAB®

Austin Tan Pearl



1500 TRX4 OFF-ROAD CREW CAB

Two-tone Brilliant Black Crystal Pearl and Mineral Gray Metallic



1500 SPORT QUAD CAB®

Deep Water Blue Pearl



1500 LARAMIE CREW CAB

Two-tone Inferno Red Crystal Pearl and Light Graystone Pearl



ST

Engine/Transmission

3.7L V6/4-speed automatic
4.7L V8/5-speed automatic (Crew Cab)

Standard Equipment

Black Upper Fascia, Gray Bumpers
Chrome Grille with Black Inserts
Vinyl Floor
Vinyl 40/20/40 Front Seat/Folding Rear
Manual Windows and Mirrors
Manual Door Locks
Air Conditioning
Tilt Steering
CD Radio
P265/70R17 BSW Tires
Side-Curtain Air Bags
4-Wheel Disc ABS
Electronic Stability Control
Automatic Headlamps
Base Audio Speakers
Bed Rail Caps
Electronic Range Select
26-Gallon Fuel Tank
32-Gallon Fuel Tank for Regular Cab Long Box

SLT

Engine/Transmission

4.7L V8/5-speed automatic

Standard Equipment

Body-Color Upper Fascia
Chrome Grille with Black Inserts
Chrome Door Handles
Rear Sliding Window
Passenger Visor Mirror
Stain Repel Cloth Fabric 40/20/40
Front Seat/Folding Rear Seat and
Underseat Storage
O/H Console with Reading Lamps
Remote Keyless Entry
17-inch Aluminum Wheels
SIRIUS® Satellite Radio
Electronic Vehicle Information Center
(EVIC) in Cluster with Tire Pressure Display
Express One-Touch Power Windows
Power Door Locks
Black Power Heated Mirrors
Floor Mats

TRX & TRX4

Engine/Transmission

4.7L V8/5-speed automatic

Standard Equipment

Body-Color Grille with Black Inserts
Two-Tone Paint with Wheel Flares
Painted Accent Color Bumpers
17-inch Aluminum Wheels
P265/75R17 On-/Off-Road Tire
LT275/70R17 All-Terrain Tire (4x4)
3.92 Axle Ratio with
Limited-Slip Differential
Skid Plates — Tow Hooks
Quad Burner Headlamps
Fog Lamps
TRX Off-Road Decals
Rear Sliding Window
Passenger Visor Mirror

SPORT

Engine/Transmission

5.7L HEMI® V8 with MDS/5-speed automatic

Standard Equipment

Monotone Exterior Appearance
Body-Color Grille with Chrome Billet Inserts
Body-Color Front Fascia/Bumper
Body-Color Rear Bumper
Body-Color Heated Mirrors with
Signal/Puddle Lamps
20-inch Chrome-Clad Aluminum Wheels
P275/60R20 OWL Tires
Dual Exhaust with Aggressive Note
Quad Burner Headlamps
Fog Lamps
Sport Cloth High Shoulder Bucket Seats,
8-way Power Driver, Split/Fold Rear
Monotone Interior
Floor Console-Mounted Shifter
Leather-Wrapped Steering Wheel with
Audio Controls
Soft Upper Instrument Panel and
Door Trim
115V Power Inverter

LARAMIE

Engine/Transmission

5.7L HEMI V8 with MDS/5-speed automatic

Standard Equipment

Two-Tone Paint with Wheel Flares
Chrome Bumpers, Grille and Inserts
Chrome Power Heated Mirrors with
Signal/Puddle Lamps
20-inch Chrome-Clad Wheels, Six-Spoke
P275/60R20 BSW Tires
ParkSense® Rear Park Assist System
Power Heated Front Seats
430 Media Center Radio with Surround
Sound Speakers and Subwoofer
Remote Start
Leather-Wrapped Heated Steering Wheel
Dual-Zone Automatic Temperature Control
Leather-Trimmed 40/20/40 Heated Bench
Seat, Power 10-way Driver, 8-way Passenger,
with Rear Split/Fold and Storage
Security Alarm
Memory System with Mirrors, Seats,
Pedals and Radio
Bright Accents/Woodgrain Door Trim
Power Adjustable Pedals
Dual Exhaust — Refined Power Note
Laramie Badge

CAB/BED CONFIGURATIONS

All specifications are in inches.



CREW CAB

Total Length:	227.5
Total Width:	79.4
Bed Length:	67.4
Bed Width:	66.4
Bed Depth:	20.0



QUAD CAB

Total Length:	229.0
Total Width:	79.4
Bed Length:	76.3
Bed Width:	66.4
Bed Depth:	20.1



REGULAR CAB

	Short Box	Long Box
Total Length:	209.0	226.9
Total Width:	79.4	79.4
Bed Length:	76.3	98.3
Bed Width:	66.4	66.4
Bed Depth:	20.1	20.2

WHEELS

Give your Ram the personal touch — and create a ride that's all your own. The wheel selection for 2010 Ram 1500 ranges from capable 17" wheels to authoritative new 22" aluminum rollers.

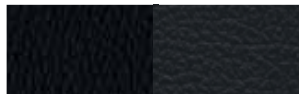


- 17-inch drop-center steel wheel with Black center cap [Standard on ST models]
- 17-inch chrome-clad steel wheel [Optional on ST models]
- 17-inch painted aluminum wheel [Standard on SLT and TRX models]
- 17-inch chrome-clad aluminum wheel [Optional on Laramie models]
- 20-inch painted aluminum wheel [Standard with Big Horn Group, Optional on SLT]
- 20-inch chrome-clad aluminum wheel [Standard on Sport, Optional with Big Horn Group]
- 20-inch chrome-clad aluminum wheel [Standard on Laramie models]
- 22-inch polished forged aluminum wheel [Standard on R/T, late availability]
- 20-inch 5-spoke chrome-plated cast aluminum wheel [Authentic Ram Accessory by Mopar]
- 20-inch 6-spoke polished forged aluminum wheel [Authentic Ram Accessory by Mopar]



LARAMIE

INTERIOR TREATMENTS



Bristol Leather Trim/Bristol Vinyl
Dark Slate Gray/Dark Slate Gray

Ram 1500 Laramie



Bristol Leather Trim/Bristol Vinyl
Light Pebble Beige/Light Pebble Beige

Ram 1500 Laramie



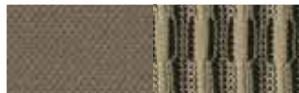
Bristol Vinyl/Bristol Axis II Leather Trim
Dark Slate Gray/Dark Slate Gray

Ram 1500 Sport



Alias Cloth/Caprice Vinyl
Dark Slate Gray/Dark Slate Gray

Ram 1500 Sport



Racine/Dallas Cloth with Stain Repel⁽¹⁾
Light Pebble Beige/Light Pebble Beige

Ram 1500 SLT, TRX



Racine/Dallas Cloth with Stain Repel⁽¹⁾
Dark Slate Gray/Medium Graystone

Ram 1500 ST, SLT, TRX



Bristol/Bristol Vinyl
Dark Slate Gray/Medium Graystone

Ram 1500 ST

⁽¹⁾Not compatible with aftermarket fabric-protecting coatings.



SPORT



SLT



ST



Laramie Crew Cab in two-tone Inferno Red
Crystal Pearl and Light Graystone Pearl



SLT Quad Cab[®] in Mango Tango Pearl



ST Regular Cab in Bright White



SLT Quad Cab in Light Graystone Pearl



Laramie Crew Cab in two-tone Austin Tan
Pearl and Light Graystone Pearl



Laramie Crew Cab in two-tone Brilliant Black
Crystal Pearl and Light Graystone Pearl

COLORS



SLT Quad Cab in Flame Red



Sport Crew Cab in Mineral Gray Metallic



Sport Crew Cab in Bright Silver Metallic



ST Regular Cab in Rugged Brown Pearl



Sport Crew Cab in Deep Water Blue Pearl

Austin Tan Pearl

Bright Silver Metallic

Bright White

Brilliant Black Crystal Pearl

Deep Water Blue Pearl

Flame Red

Inferno Red Crystal Pearl

Light Graystone Pearl

Mango Tango Pearl

Mineral Gray Metallic

Rugged Brown Pearl

2010 RAM 1500 BUYER'S GUIDE

	CREW	S/LT REG/QUAD/CREW	TRX AND TRX4 REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW
PACKAGE DESIGNATIONS	A	G	T	L	H
ENGINE/TRANSMISSION					
3.7L V6/4-SPEED AUTOMATIC VLP (not available on Crew Cab)	22A	N/A	N/A	N/A	N/A
4.7L FLEX FUEL V8/5-SPEED AUTOMATIC		24G	24T	N/A	N/A
5.7L HEMI® V8 WITH VVT AND MDS/5-SPEED AUTOMATIC	26A	26G	26T	26L	26H
MECHANICAL FEATURES					
ALTERNATOR — 160-amp		•	•	•	•
AXLE — 3.21 Ratio [2WD HEMI only]		•	•		
— 3.55 Ratio [available on 4x2; standard on 4x4]	O/•	O/•	•	•	•
— 3.92 Ratio [available on 4x2; included with TRX4]	O	O	P	O	O
— 4.10 Ratio [included on Regular Cab Sport R/T 4x2]				P	
— Antispin rear differential [included with 3.92 or 4.10 axle ratio]	P	P	P	P	P
BATTERY — 700-amp		•	•	•	•
ENGINE BLOCK HEATER	O	O	O	O	O
FUEL TANK — 26-gallon [not available with 8-ft box]		•	•	•	•
— 32-gallon [std. on Regular Cab 8' box models]; [available on 6'4" and 5'7" box models]	O/•	O/•	O/•	O	O
SHOCK ABSORBERS — Front, heavy-duty		•	•	•	•
— Rear, heavy-duty		•	•	•	•
STABILIZER BAR — Front		•	•	•	•
STEERING — Power, rack-and-pinion		•	•	•	•
TRAILER HITCH — Class IV hitch receiver [additional Ram Towing Accessories may be required]	O	O	O	O	O
TRANSFER CASE — Electric shift, part-time [4x4 only]		•	•	•	•
— On demand [4x4 models only; requires HEMI® V8]		•	•	•	•
WINCH — Tire carrier		•	•	•	•
EXTERIOR FEATURES					
BADGING — 4x4 [4x4 models only]		•	•	•	•
— Big Horn [included with Big Horn Regional Group]		P			
— Laramie					•
— Lone Star [included with Lone Star Regional Group, Texas only]		P			
— R/T [Regular Cab Short Box model only]				•	
— Ram's Head badging		•	•	•	•
— SLT					•
— TRX [4x2 only]				•	
— TRX4 Off-Road [4x4 only]				•	
BEDLINER — Box, under-rail	O	O	O	O	O
BUMPERS — Body-color, rear				•	
— Front, Chrome		•	•	•	
— Front, Painted Gray		•	•	•	
— Rear, Chrome		•	•	•	
— Rear, Painted Gray		•	•	•	
EXHAUST — Dual rear, refined power note [with Regional Group; requires HEMI V8]		P			
— Dual rear, aggressive note [requires HEMI V8]					•
FASCIA — Front, body-color				•	
— Front, upper body-color				•	
— Front, upper Dark Gray		•			
FOG LAMPS — Included with Regional Groups and Popular Equipment Group		P	•	•	
GRILLE — Body-color surround, Black insert [included on Regular Cab Sport R/T 4x2 only]				P	
— Body-color with chrome billet inserts					•
— Chrome surround, Black insert grille		•	•		
— Chrome surround, Chrome insert		P			
HEADLAMPS — Automatic		•	•	•	•
— Halogen		•	•	•	•
— Quad halogen [included with Big Horn and Lone Star Regional Groups]		P	•	•	

	CREW	S/LT REG/QUAD/CREW	TRX AND TRX4 REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW
PACKAGE DESIGNATIONS	A	G	T	L	H
EXTERIOR FEATURES (CONTINUED)					
MIRRORS, EXTERIOR — Manual, Black, Regular Cab only		•			
— Folding trailer tow, Manual, Black	O				
— Power, heated, folding, Black, [included with Power and Remote Entry Group on ST Regular Cab models]	P/•	•	•		
— Power trailer tow, folding, Black, [optional on ST with Regular Cab Long Box only]	O	O	O	O	
— Power, heated, auto-dimming, folding, Black, includes exterior courtesy lamps and supplemental turn signal [included with Light Group on TRX and SLT models]		P	P		
— Power, heated, auto-dimming, folding, body-color, includes exterior courtesy lamps and supplemental turn signal				•	
— Power multifunction, heated, auto-dimming, folding, Chrome, includes position memory, exterior courtesy lamps and supplemental turn signal					•
— Power trailer tow multifunction, heated, auto dimming, folding, Chrome, includes position memory, exterior courtesy lamps and supplemental turn signal					O
MONOTONE PAINT		•	•	N/A	•
PAINT — Two-tone, Includes accent fender flares; lower color is Mineral Gray Metallic on TRX and Light Graystone on Laramie				•	•
SKID PLATE — Front suspension, 4x4 only. [included with Protection Group, standard on TRX4]	P	P	•		P
— Transfer case [4x4 only] [included in Protection Group; standard on TRX4]	P	P	•		P
STORAGE — RamBox® Cargo Management System with integrated bins which are weatherproof, lockable and drainable. Also includes rails with four adjustable cleats and a dual purpose bed divider/bed extender [Crew Cab models only]		O	O	O	O
TAILGATE — Locking/removable with caliper latches		•	•	•	•
TIRES — LT275/70R17C OWL All-Terrain [TRX 4x4 only]					O
— P265/70R17 BSW all-season		•	•		O
— P265/70R17 OWL all-season [standard on TRX 4x2] [optional on G & H pkg. 4x4 only]			O	•	O
— P275/60R20 BSW all-season [included with 20" x 9" wheels]			P		•
— P275/60R20 OWL all-season			O		•
— P285/45R22 BSW all-season [R/T only]					•
— Spare, full-size		•	•	•	•
TOW HOOKS — Included with Protection Group	O/P	O/P	•		O/P
WHEELS — 17" x 7.0" styled steel, painted Argent		•			
— 17" x 8.0" chrome-clad aluminum					O
— 17" x 7.0" steel spare		•	•	•	•
— 17" x 8.0" cast aluminum					•
— 17" x 8.0" steel chrome-clad	O				
— 20" x 8" aluminum, [included with Big Horn or Lone Star Regional Groups and Popular Equipment Group]		O/P			
— 20" x 9" chrome-clad aluminum		O			
— 20" x 9" chrome-clad aluminum					•
— 20" x 9.0" 5-spoke chrome-plated cast aluminum wheel [Authentic Ram Accessory]	O	O	O	O	O
— 20" x 9.0" 6-spoke polished forged aluminum wheel [Authentic Ram Accessory]	O	O	O	O	O
— 22" x 9" forged polished aluminum [R/T only, (late availability)]				•	
WHEEL WELL FLARES — Lower two-tone body-color					•
— Painted Mineral Gray					•
WINDSHIELD WIPERS — Variable-intermittent		•	•	•	•
INTERIOR FEATURES					
AIR CONDITIONING — Dual-Zone Temperature Control [included with Sport Premium Group]				P	•

	CREW	S/LT REG/QUAD/CREW	TRX AND TRX4 REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW
PACKAGE DESIGNATIONS	A	G	T	L	H
INTERIOR FEATURES (CONTINUED)					
AIR CONDITIONING		•	•	•	•
ASSIST HANDLE — Driver and passenger-side		•	•	•	•
BEZEL — Center stack Woodgrain insert					•
— Center stack, Black		•			
— Center stack, color-keyed			•	•	•
CIGAR LIGHTER — Included with Smoker's Group	O	O	O	O	O
CLUSTER — Instrument, with display screen for vehicle information center (EVIC)		•	•	•	•
— Instrument, with tachometer and 120-mph speedometer		•			
CONSOLE — Full-size floor console with floor-mounted automatic shifter [included with front bucket seats]		P	P	•	P
— Overhead			•	•	•
— Overhead, with HomeLink® [included in Luxury Group]		P	P	P	•
DOOR LOCKS — Manual		•			
— Power [included in Power Accessory and Power and Remote Entry Group]	P	•	•	•	•
FLOOR COVERING — Carpet	O	•	•	•	•
— Heavy-duty vinyl					
FLOOR MATS — Front and rear, carpeted [Quad Cab® and Crew Cab; included with carpet on ST models]	O	•	•	•	•
— Front, carpeted [Regular Cab; included with carpet on ST models]	O	•	•	•	
LOAD FLOOR — Rear fold-flat [Quad only] — [included with *GJ, *VL, *Mg, *AJ, *CJ and *MJ seats]		P	P	P	P
MIRRORS, INTERIOR — Auto-dimming rearview day/night [included with Luxury Group and Uconnect™]	O/P	O/P	•	•	
— Day/night manual		•	•	•	•
— Illuminated visor passenger and driver side [included with Luxury Group]		P	P	P	•
— Passenger-side visor with mirror		•	•	•	•
PEDALS — Power adjustable	O	O	O		
— Power adjustable with memory					•
POWER ACCESSORY DELAY		•	•	•	•
POWER OUTLET — 10-way auxiliary		•	•	•	•
— 115-volt auxiliary [included with *GJ, *VL, *Mg, *AJ, *CJ, *MJ seats]		P	P	•	•
SEATS — 10-way power driver [included with *Mg, *AJ, and *MJ seats]		P	P	P	
— 10-way power driver and 6-way power passenger seats [included with *CJ seats]				P	
— 10-way power driver with memory and 6-way power passenger seats [included with *GJ and *VL seats]					•
— Belt, front shoulder height adjustable [CGD]		•	•	•	•
— Cloth-trimmed 40/20/40 split-bench front seat with folding center armrest/business console [Quad and Crew Cab models include folding rear bench seat trimmed in cloth]	O	•	•		
— Cloth-trimmed low-back bucket seats, power 10-way driver seat, power lumbar adjust, fixed center console, 115-volt auxiliary power outlet, rear fold-flat load floor on Quad Cab® [Quad Cab® and Crew Cab models include 60/40 split-folding rear bench seat trimmed in cloth]				•	
— Heated, driver and front-passenger, includes heated steering wheel [included with *GJ, *VL and *CJ seats]				P	•
— Heated, second row, Crew Cab only [included with *GJ bucket seats]					P
— Leather-trimmed 40/20/40 split-bench heated front seats with power 10-way/memory for driver and power 6-way passenger seat, power lumbar adjust, front center seat cushion storage and folding center armrest/business console, 115-volt auxiliary power outlet, fold-flat load floor on Quad models. [Quad Cab and Crew Cab include 60/40 split-folding rear bench seat trimmed in vinyl]					

	CREW	S/LT REG/QUAD/CREW	TRX AND TRX4 REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW
PACKAGE DESIGNATIONS	A	G	T	L	H
INTERIOR FEATURES (CONTINUED)					
SEATS (Continued)					
— Leather-trimmed low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way passenger, power lumbar adjustable, fixed center console, 115-volt auxiliary power outlet and rear fold-flat load floor on Quad Cab. [Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl]					O
— Leather-trimmed low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way passenger, power lumbar adjustable, fixed center console, 115-volt auxiliary power outlet, rear fold-flat load floor on Quad Cab and heated 2nd-row seats on Crew Cab. [Quad Cab and Crew 1500 models include 60/40 split-folding rear bench seat trimmed in vinyl]					O
— Premium cloth-trimmed 40/20/40 split-bench front seat, power 10-way driver's seat, power lumbar adjust, folding center armrest/business console with center seat cushion storage, 115-volt auxiliary power outlet, fold-flat load floor on Quad Cab. [Included with Popular Equipment Group [Quad Cab and Crew Cab include 60/40 split-folding bench seat]			O/P	O/P	
— Premium cloth-trimmed low-back bucket seats, power 10-way driver seat, power lumbar adjustable, fixed center console, 115-volt auxiliary power outlet, rear fold-flat load floor on Quad Cab. [Quad Cab and Crew Cab include 60/40 split-folding rear bench seat trimmed in cloth]					
— Vinyl 40/20/40 split-bench front seat, [Quad Cab models include folding rear bench seat trimmed in vinyl]		•			
SPEED CONTROL					
STEERING — Tilt column	O	•	•	•	•
STEERING WHEEL — 4-spoke, urethane		•	•	•	•
— Heated [included with heated seats]				P	P
— Leather-wrapped with remote audio control buttons [included with Luxury Group]			P	P	•
STORAGE — Front seat center cushion [included with *Mg or *VL]					
— Front, behind seat [Regular Cab only]		•	•	•	•
— Rear, in-floor storage bins [Crew Cab models only]		•	•	•	•
— Rear, underseat compartment [Quad Cab and Crew Cab models only]		•	•	•	•
SUNROOF — Power [Quad Cab and Crew Cab models only]					
THREE-BLINK — Turn signal lane change feature		•	•	•	•
TIP START — Included with all with all automatic transmissions		•	•	•	•
VISORS — Driver and front passenger, with illuminated vanity mirrors [included with Luxury Group]					
— Front passenger, with mirror		•	•	•	•
WINDOWS — Manual [Regular Cab only]					
— Power, front and rear w/driver's one-touch down and up [Quad Cab and Crew Cab models only]		•	•	•	•
— Power, front with driver's one-touch down [Regular Cab only] [Included with Power Accessories and Power Remote Entry Groups]		P	•	•	•
— Rear backlight, fixed [included with rear defrost on Quad Cab and Crew Cab models]		•	P	P	P
— Rear backlight, sliding — [Regular Cab only]		O	•	•	•
— Rear backlight, power sliding [Quad Cab and Crew Cab models only]		O	•	•	•
— Rear defroster [requires fixed rear window]			O	O	O
UCONNECT™ MULTIMEDIA					
MEDIA CENTER RADIOS — Media Center 130 AM/FM/CD radio with MP3/WMA support, audio jack and Voice Command of radio stations [when equipped with optional Uconnect Phone]					
— Media Center 730N AM/FM/CD/DVD radio with MP3/WMA support, 6.5-inch touch screen, 30GB hard drive with 4,250 songs capacity, SIRIUS® Satellite Radio audio jack, Voice Command, GPS Navigation, SIRIUS Traffic™ and Uconnect Phone			O	O	O

• = Standard equipment. O = Optional. O/P = Optional, with Package. P = Available within package noted in parentheses. N/A = Not Available

2010 RAM 1500 BUYER'S GUIDE

PACKAGE DESIGNATIONS	A	G	T	L	H
UCONNECT™ MULTIMEDIA (CONTINUED)					
— Media Center 430 AM/FM radio with MP3/WMA support, 30GB hard drive with 6,700 song capacity, CD/DVD player, 6.5-inch touch screen, SIRIUS Satellite Radio, audio jack and Voice Command		O	O	O	•
— SIRIUS Backseat TV™ ¹⁵ included with Rear Seat Video™ System on Quad Cab® and Crew Cab only		P	P	P	P
— SIRIUS Satellite Radio ¹²	O	•	•	•	•
UCONNECT PHONE — Hands-free calling with Address Sync, Bluetooth,® Voice Command (included with Media Center 730N, 430)		O/P	O/P	O/P	•
UCONNECT WEB — Internet connection Wi-Fi HotSpot. Dealer-installed Authentic Ram Accessory by Mopar. Subscription required; sold separately.	O	O	O	O	O
RADIO CONTROLS — Steering wheel-mounted audio controls (included with leather-wrapped steering wheel)		P	P	•	•
REAR SEAT VIDEO SYSTEM — Includes SIRIUS® Backseat TV™ ¹⁵ (N/A with sunroof on Quad Cab; N/A on Regular Cab)		O	O	O	O
SPEAKER SYSTEM — 6 premium speakers		O	P		
— Standard		•	•	•	•
— 10 premium, amplified speakers with subwoofer (included with Sport Premium and Technology Groups)		P	P	P	•
SAFETY AND SECURITY					
AIR BAGS — Advanced multistage front		•	•	•	•
— Supplemental side-curtain ¹³		•	•	•	•
BRAKES — Power-assisted 4-wheel antilock disc		•	•	•	•
ELECTRONIC STABILITY CONTROL¹⁴ — ESC (includes ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist and Trailer Sway Control)		•	•	•	•
INTEGRATED TRAILER BRAKE CONTROLLER	P	O	O	O	O

MAXIMUM LOADED TRAILER WEIGHTS [LB]/WV

	Engine	Axle Ratio	GCWR (lb)	1500											
				REGULAR CAB				QUAD CAB				CREW CAB			
				SB 4x2	SB 4x4	LB 4x2	LB 4x4	SB 4x2	SB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4		
Automatic Transmission	3.7L V6	3.55	8,500	3,800											
		3.92	8,500	3,800											
Automatic Transmission	4.7L V8	3.55	11,500	6,550	6,500	6,300	6,300	6,100	6,200	6,000	6,100	5,900			
		3.92	12,500	7,550	7,500	7,300	7,300	7,100	7,200	7,000	7,100	6,900			
		4.10	10,000	5,950											
Automatic Transmission	5.7L HEMI® V8	3.21	11,000	6,100											
		3.21	13,000	8,100	7,900	7,950	7,750	7,800	7,550	7,700	7,450	7,350			
		3.55	14,000	9,100	8,900										
		3.92	15,500		10,450	10,250	10,300	10,050	10,200	9,950	10,100	9,850			

MAXIMUM PAYLOAD CAPACITIES [LB]

	Engine	GVWR	1500											
			REGULAR CAB				QUAD CAB*				CREW CAB			
			SB 4x2	SB 4x4	LB 4x2	LB 4x4	SB 4x2	SB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4		
Automatic Transmission	3.7L V6	6,025	1,480											
		6,500			1,900									
Automatic Transmission	4.7L V8	6,700					1,780							
		6,025	1,340											
		6,350		1,520										
		6,600			1,760	1,550								
		6,700					1,690	1,490	1,690	1,470	1,590	1,370		
Automatic Transmission	5.7L HEMI® V8	6,800												
		6,200	1,460											
		6,350		1,440										
		6,600			1,710	1,510								
		6,700					1,660	1,420						
	6,800						1,650	1,430	1,550	1,330				

SB = Short Box LB = Long Box RB = RamBox®
Maximum towing capacities shown with properly equipped vehicle and 150-lb driver. Options, equipment, cargo and passengers must be deducted. For more information, see your local dealer.

PACKAGE DESIGNATIONS	A	G	T	L	H
SAFETY AND SECURITY (CONTINUED)					
PARKSENSE™¹⁶ — Rear Park Assist System (included with Sport Premium and Technology Groups)		O/P	O	O	•
PARKVIEW™¹⁷ — Rear Back-Up Camera		O	O	O	O
REMOTE KEYLESS ENTRY — Controls for power door locks, illuminated entry system, panic alarm; includes 2 transmitters		•	•	•	•
REMOTE START SYSTEM — Included with remote start and Security Group		P	P	P	•
SECURITY ALARM — Included with remote start and Security Group		P	P	P	•
SENTRY KEY® THEFT DETERRENT — Engine Immobilizer		•	•	•	•
TIRE PRESSURE MONITOR		•	•	•	•
TIRE PRESSURE MONITOR DISPLAY (EVIC)		•	•	•	•
PACKAGE GROUPS					
CHROME APPEARANCE GROUP — Includes Chrome front and rear bumpers and 17"x18" steel chrome wheels	O				
POPULAR EQUIPMENT GROUP — Includes premium cloth 40/20/40 bench seat, fog lamps and 20" painted wheels		O			
PROTECTION GROUP — 4x4 models only — Includes tow hooks, front suspension and transfer case skid plates	O	O	•		O
REGIONAL GROUPS — Lone Star and Big Horn Groups. Includes Luxury Group, chrome grille with chrome inserts, halogen quad headlamps, fog lamps, 20"x 8" aluminum wheels and unique badging. [HEMI® V8 and Chrome Dual Exhaust are included with Crew Cab models]		O			
REMOTE START AND SECURITY GROUP — Includes security alarm and remote start system		O	O	O	
SMOKER'S GROUP — Includes ashtray and cigar lighter	O	O	O	O	O

• = Standard equipment. O = Optional. O/P = Optional, with Package. P = Available within package noted in parentheses. N/A = Not Available.

PACKAGE DESIGNATIONS	A	G	T	L	H
PACKAGE GROUPS (CONTINUED)					
SPORT PREMIUM GROUP — Includes Dual-Zone Automatic Temperature Control A/C, premium speaker system and ParkSense™ ¹⁶ Rear Park Assist System					O
ST POPULAR EQUIPMENT GROUP — Includes cloth 40/20/40 bench seat, carpeted flooring, speed control, floor mats and SIRIUS® Satellite Radio ¹²	O				
TECHNOLOGY GROUP — Includes premium speaker system and ParkSense™ ¹⁶ Rear Park Assist System		O	O		
TRAILER BRAKE CONTROL GROUP — Includes trailer brake controller, instrument cluster with EVIC, and speed control	O				
TRX GROUP — Includes extra heavy-duty rear shocks			•		
LUXURY GROUP — Includes overhead console, sun visors with illuminated vanity mirrors, rearview auto-dimming mirror, power heated mirrors (TRX4 and SLT only), universal garage door opener, ¹⁸ glove box lamp, ashtray lamp, underhood lamp, rear dome lamp with on/off switch and leather-wrapped steering wheel		O/P	O	•	•
ACCESSORY OPTION PACKAGES					
— Chrome Tubular Side Steps	O	O	O	O	O
— Chrome Accent Group. Includes Chrome Tubular Side Steps, Chrome Fuel Filler Door, Chrome BodySide Molding (N/A for Regular Cab) and Chrome Exhaust Tip (N/A with dual exhaust)	O	O			O
— Chrome Tubular Side Steps and Bed Side Rail Group with 8-foot box.	O	O			O
— Sport Performance Hood Package (Standard on R/T model)				•/O	

• = Standard equipment. O = Optional. O/P = Optional, with Package. P = Available within package noted in parentheses. N/A = Not Available.

¹²Not compatible with all garage door openers. See your retailer for details. ¹³One-year subscription included. Not available in AK and HI. ¹⁴Always sit properly in the seat with the seat belt fastened. Children 12 and under should always be in a backseat correctly using an infant or child restraint system or the seat belt positioned correctly for the child's age and weight. The Advanced Front Air Bags in this vehicle are certified to the new federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should NEVER ride in the front seat of a vehicle with a passenger front air bag. All occupants should ALWAYS wear their lap and shoulder belts properly. ¹⁶No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ¹⁷Always check entire surroundings before backing up. NOTE: Some features and/or applications may be late availability.

About this catalog: Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog is available at extra cost. Specifications, descriptions, illustrative materials, and all competitive comparisons contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Group LLC reserves the right to discontinue models at any time or change specifications without notice or without incurring obligation. All options are required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your local dealer. BusinessLink, Dodge, Quad Cab, HEMI, Mopar, ParkSense, ParkView, RamBox and Sentry Key are registered trademarks and Rear Seat Video and Uconnect are trademarks of Chrysler Group LLC. SIRIUS service available only in contiguous United States and D.C. Service available in Canada; see www.siriuscana.ca. Subscription required after 12-month subscription included with vehicle purchase. Subscriptions governed by SIRIUS Terms & Conditions available at siriuss.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio, Inc. and its subsidiaries. Insurance is underwritten by member companies of American International Group, Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. HomeLink is a registered trademark owned by Johnson Controls, Inc. iPod is a registered trademark of Apple, Inc. All rights reserved. Alpine and the Alpine logo are registered trademarks of Alpine Electronics, Inc.

dodge.com » 800-4ADODGE



5 YEAR/100,000 MILE POWERTRAIN WARRANTY

5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY
Transferable. See dealer for a copy of limited warranty. Includes towing to an authorized dealer. Excludes Chassis Cab.

3/36 BASIC LIMITED WARRANTY Vehicles are covered by a Chrysler Group LLC 3-year or 36,000-mile Basic Limited Warranty. See your dealer for a copy of this limited warranty. Excludes normal maintenance and wear items.

Dodge Auto Insurance™ The only insurance guaranteed to repair your vehicle using Authentic Dodge Collision Repair Parts by Mopar for as long as you own your vehicle — at rates that are tough to beat. Plus, get up to \$100¹⁹ in deductible waived when repairs are done at a Dodge dealership. For a quote, visit cf.com/insurance or call (877) 244-1531.

Chrysler has a vested interest in your satisfaction with your new vehicle. Chrysler Service Contracts offer extended service plans to help ensure that you'll enjoy your vehicle for many years down the road... for just pennies a day. For more information, see your Dodge dealer, call (800) 442-2666, or visit www.dodge.com/csc.

Enhance your Dakota with Authentic Accessories by Mopar. They're designed specifically for your vehicle, for exceptional fit, finish, and performance. Visit your dealership or mopar.com.

With Uconnect, you're always connected — to people, places, music, movies, and the Internet.

SIRIUS Satellite Radio delivers over 130 channels, including 100% commercial-free music, sports, news, talk, entertainment, traffic and weather. Factory-installed SIRIUS Satellite Radio includes a one-year subscription. For more information, go to siriuss.com.

The Dodge Goods catalog is a handpicked collection of items bearing the powerful Dodge name — from Motorsports apparel and collectible die-cast models to the latest in work and ranch wear. It's all found at dodge.com/goods. Call 877-789-DODGE (3634) for a free catalog.

Honoring Those Who Serve Chrysler Group LLC proudly supports the members of the U.S. Armed Forces and their families.

BusinessLink If your business relies on vehicles, BusinessLink can save you time, money and hassles. For more, log on to dodge.com/businesslink or call us toll-free at 877-2THELINK (877-284-3545).

¹⁹Insurance provided through 2010 Century Insurance and Financial Services, Wilmington, DE, managing general agent for the personal line insurers of American International Companies. ²⁰Coverage features and availability may vary by state.

